

# Top Automations with Zapier [Share](#)

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[Zapier](#) lets you connect Jackrabbit with thousands of other apps to automate tasks and reduce manual work. If you're looking for ways to boost customer engagement, improve follow-up, and streamline communication, these popular automations (Zaps) are a great place to start.

Each Zap below uses a built-in Jackrabbit trigger or search action; most work with Zapier's free plan.



This article highlights three client-favorite automations. Looking for more inspiration? Explore [Zapier's templates for Jackrabbit Class](#) to set up additional workflows with just a few clicks.

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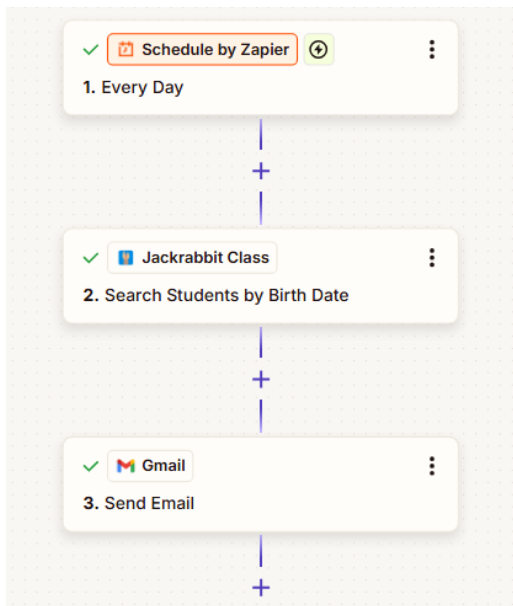
Use the button below to expand or collapse all sections, or select a heading to view one section at a time.

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## Automate Birthday Emails

Send birthday greetings automatically using data from Jackrabbit and your preferred messaging tools. Strengthen customer relationships and deliver a personal touch without the daily reminders!

1. In Zapier, add **Schedule by Zapier** as your trigger.
  - Choose the trigger event **Every Day** (or select a different frequency).
  - Configure the **Time of Day** you want the action to run.
2. Add **Jackrabbit Class** as the action app in the next step.
  - Use the **Search Students by Birth Date** action event to find students whose birthdays match the scheduled date.
3. Add another step to send the birthday message. Choose your messaging tool (app) and delivery method (action event). Here are popular options:
  - Text – Add **Twilio** and select **Send SMS** as the action event to format and send a birthday text.
  - Email – Add **Gmail** and select **Send Email** as the action event to format and send a birthday email.

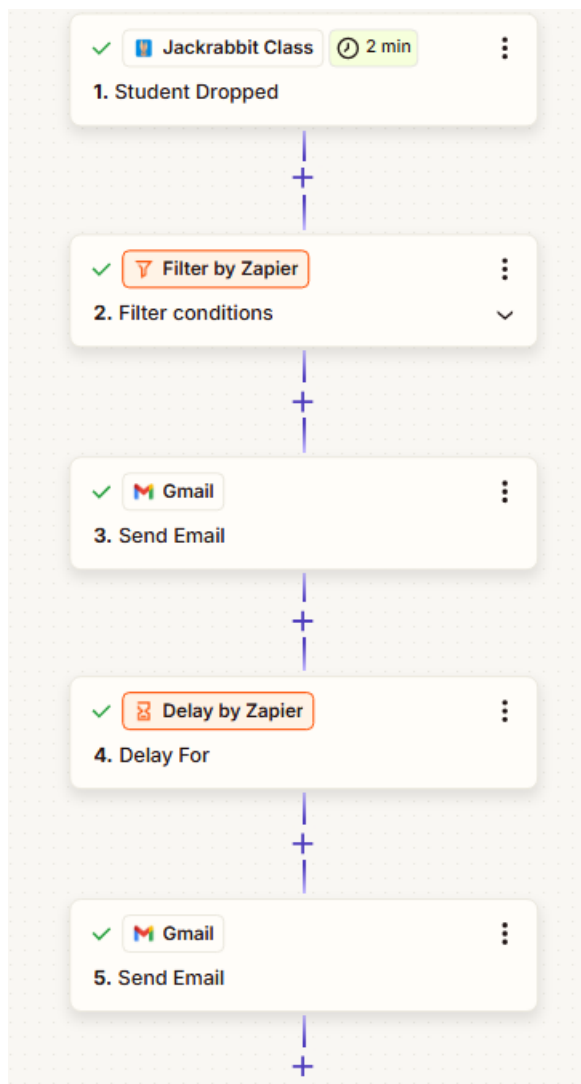


This workflow gives you complete control over the content and timing of birthday greetings, while streamlining the entire process within Zapier – no external tools required.

## Automate Drop Follow-ups

Send follow-up messages automatically when a student drops from a class. Stay connected, re-engage families, or gather feedback without needing a CRM.

1. In Zapier, use **Jackrabbit Class** as your trigger and select the **Student Dropped** event.
2. Add a **Filter by Zapier** step (optional).
  - Filter by program, class, location, or other criteria to narrow down which drops should trigger follow-ups.
3. Add additional steps to start your follow-up flow. Choose your app and action event based on what you want to do next. Here are popular options:
  - Email – Add **Gmail** and select **Send Email** as the action event to send a personalized email immediately or after a delay.
  - Delay – Add **Delay by Zapier** and configure it to wait (e.g., 3 months), then add another action to check status or send a second email.
  - CRM – Add **HubSpot** (or another CRM) and send the contact info or student data to trigger a workflow in your CRM platform.



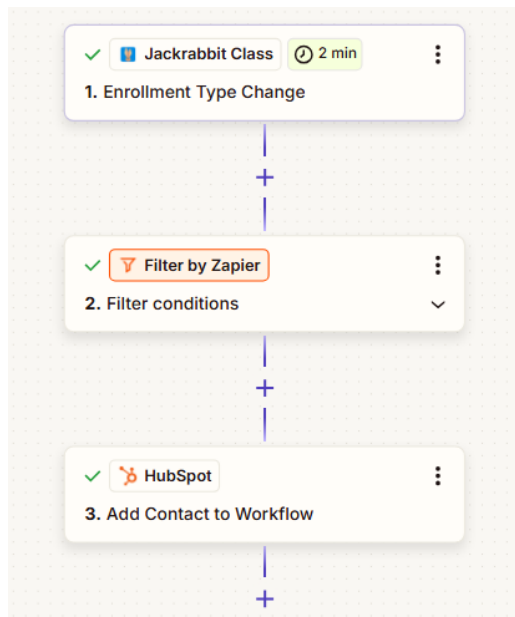
You don't need a CRM to build a nurturing sequence – use Gmail (or another messaging tool), Delay by Zapier, and filters to create a fully automated re-engagement flow right inside Zapier. If you are using a CRM, keep the Zap simple and let the CRM handle the marketing automation.

## Automate Workflows When Enrollment Type Changes

Trigger automated messages or internal tasks when a student's enrollment type changes – such as moving from trial to active or from active to waitlist. Use this to send a welcome email, celebrate milestones, or notify your team.

1. In Zapier, use **Jackrabbit Class** as your trigger and select the **Enrollment Type Change** event.
2. Add a **Filter by Zapier** step (optional).
  - Filter by the new enrollment type (e.g., only continue if the updated status is Enrolled).
3. Add another step to take action when the enrollment change occurs. Choose an app and action event based on what you want to do next (e.g., send an email to welcome the student, tag the student in a CRM, etc.). Here are popular options:

- Email – Add **Gmail** and select **Send Email** as the action event to welcome the student or confirm the status change.
- CRM – Add **Hubspot** (or another CRM) and select **Add Contact to Workflow** as the action event to update the student's record or trigger a related workflow.



This workflow is especially helpful for onboarding automations, milestone recognition, or internal communication – and works with or without a CRM.

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